

Message Text

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43

ACTION NEA-09

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FM AMEMBASSY JIDDA

TO USDOC WASHDC

INFO SECSTATE WASHDC 0851

UNCLAS JIDDA 2495

FOR : CAGNE

E.O.: 11652: N/A

TAGS: BEXP, SA

SUBJ: BUSINESS VISITOR: A. FAKIR, ARA ESTABLISHMENT FOR
CAGNE

SUBJECT IS PLANNING TO TRAVEL TO YE U.S. WITHIN THE NEXT FEW DAYS. HIS FIRST INTEREST IS IN PROCURING SEVERAL HUNDRED HEAVY-DUTY TRUCKS, BOTH FOR OWN USE AND FOR RE-SALE. ALSO WOULD LIKE TO EXPLORE THE POSSIBILITY OF OBTAINING THE AGENCY FOR A LINE OF TRUCKS. MACK TRUCKS IN PARTICULAR WAS MENTIONED. (TO THE BEST OF EMBASSY'S KNOWLEDGE, MACK DOES NOT HAVE LOCAL AGENT AT PRESENT, ALTHOUGH GROUP VICE-PRESIDENT RAYMOND REARDON WAS THROUGH RECENTLY, EXPLORING POSSIBILITIES). FINALLY, FAKIR WOULD LIKE TO ESTABLISH DISTRIBUTORSHIP FOR CATERPILLAR EQUIPMENT SPARE PARTS. IF CATERPILLARHWGENCY AGREEMENT WITH ZAHID TRACTORS PRECLUDES POSSIBILITY OF SEPERATE ARRANGEMENT FOR A SPARE PARTS DIWZRIBUTORSHIP, FAKIR WOULD LIKE INTRODUCTION TO MANUFACTURERS OF CATERPILLAR-COMPATIBLE COMPONENTS. (AS CAGNE IS AWARE, SPARE PARTS AND SERVICING IS AN ENDEMIC WEAKNESS IN EXPANDING U.S. HEAVY EQUIPMENT SALES HERE, AND WE THEREFORE WELCOME FAKIR'S INTEREST).

2. DEMAND FOR CONSTRUCTION EQUIPMENT, INCLUDING TRUCKS IS OF COURSE VERY HIGH THESE DAYS, OFFERING US SOME OPPORTUNITIES TO PENETRATE THE COMPLETELY MERCEDES-DOMINATED HEAVY
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TRUCK MARKET. THE BRAND LOYALTY WHICH HAS SERVED US IN

SUCH CASES AS CATERPILLOR AND CHEVROLET OPERATES IN REVERSE
IN THE CASE OF HEAVY TRUCKS. ONE OF FAKIR'S REASONS FOR
DECIDING TO GO TO THE U.S. IN FACT WAS TO SEE IF THERE IS NOT
A MERCEDES ASSEMBLY PLANT OR AT LEAST SOME USED MODELS
AVAILABLE THERE* THEREFORE FEEL IT WILL BE VERY USEFUL IF
FAKIR CAN MAKE SOME USEFUL CONTACTS WITH COMPETITIVE U.S.
MANUFACTURERS.

3. REQUEST THAT COMMERCE DEVELOP RECOMMENDATIONS FOR SUITABLE
CONTACTS FOR FAKIR, AND ASSIST HIM WITH APPOINTMENTS AFTER
HIS ARRIVAL. IN VIEW OF HIS IMMINENT DEPARTURE, AND OUR
UNCERTAINTY AS TO WHICH COMMERCE FIELD OFFICE(S) HE BE
DIRECTED TO, WE ARE RECOMMENDING THAT HE START IN WASHINGTON.
HAVE GIVEN HIM JACKSON HEARN'S NAME AS INITIAL CONTACT.
AKINS

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